

ORDER



KLAS

Orders	Order / Rev:	37481	Primary AE:	Mike Jones
	Alt Order #:	08876870	Sales Office:	K-WAS
	Product Desc:	ROMNEY/P/R	Sales Region:	National
	Estimate:	444		
	Flight Dates:	10/03/12 - 10/09/12		
	Original Date / Rev:	10/02/12 / 10/10/12		
	Order Type:	GENERAL		

Agency	Name:	American Rambler Production	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	138 Conant St.	Billing Cycle:	EOM/EOC
		Beverly, MA 01915	Agency Commission:	15%

Advertiser	Name:	Romney, Mitt / R-Pres	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PO1	Advertiser External ID:	
	Priority:	LV3	Agency External ID:	
	Revenue Codes:	AGY, POL, CAND		

					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/09/12	70	\$98,645.00	\$83,848.25	October 2012	70	\$98,645.00	\$83,848.25	0.00
					Totals	70	\$98,645.00	\$83,848.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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Order Share

	Share	Total
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KLAS	30%	\$98,645.00
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Market	100%	\$328,816.67
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Competitive Share

	Share	Total
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CABLE	0%	\$0.00
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KBLR	0%	\$0.00
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KFBT	0%	\$0.00
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KINC	0%	\$0.00
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KTNV	25%	\$82,204.17
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KTUD	0%	\$0.00
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KVBC	0%	\$0.00
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KVVU	5%	\$16,440.83
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KVWB	0%	\$0.00
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LV1	0%	\$0.00
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UNKWN	0%	\$0.00
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/03/12	10/05/12	8 News Now 6a M-F	CM	6-7a	--WTF--	:30	2	\$275.00	LV2	0.00	NM	2	\$550.00
8 NOW 6AM															
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
Week: 10/01/12		10/07/12	--WTF--			2	\$275.00		0.00						
E 2	8	10/08/12	10/09/12	8 News Now 6a M-F	CM	6-7a	MT-----	:30	1	\$965.00	LV1	0.00	NM	1	\$965.00
8 News Now 6a M-F															

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	10/03/12	10/05/12	8 News Now	4p M-F	CM	4-5p	--WTF--	:30	2	\$1,575.00	LV1	0.00	NM	2	\$3,150.00
8 NOW 4PM																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12																
E 15	8	10/03/12	10/05/12	8 News Now	5-630p M-FCM	5-630p	--WTF--	:30	2	\$1,750.00	LV1	0.00	NM	2	\$3,500.00	
8 NOW 5PM																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12																
E 16	8	10/08/12	10/09/12	8 News Now	5-630p M-FCM	5-630p	MT-----	:30	2	\$400.00	LV3	0.00	NM	2	\$800.00	
8 NOW 5PM																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/08/12																
E 17	8	10/08/12	10/09/12	630-7p Inside Edition	Inside Edition	CM	630-7p	MT-----	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00
INSIDE EDITION																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/08/12																
E 18	8	10/03/12	10/05/12	7-8p Rotator	7-8p Rotator	CM	7-8p	--WTF--	:30	2	\$1,225.00	LV1	0.00	NM	2	\$2,450.00
ENT TONIGHT 30																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12																
E 19	8	10/08/12	10/09/12	7-8p Rotator	7-8p Rotator	CM	7-8p	MT-----	:30	2	\$1,225.00	LV1	0.00	NM	2	\$2,450.00
ENT TONIGHT 30																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/08/12																
E 20	8	10/03/12	10/05/12	8 News Now	11p M-F	CM	11-1135p	--WTF--	:30	3	\$2,100.00	LV1	0.00	NM	3	\$6,300.00
8 NOW 11PM																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12																
E 21	8	10/08/12	10/09/12	8 News Now	11p M-F	CM	11-1135p	MT-----	:30	2	\$500.00	LV3	0.00	NM	2	\$1,000.00
8 NOW 11PM																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/08/12																
E 22	8	10/03/12	10/05/12	Letterman	Letterman	CM	1135p-1237a	--WTF--	:30	2	\$965.00	LV1	0.00	NM	2	\$1,930.00
LETTERMAN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12																
E 23	8	10/08/12	10/09/12	Letterman	Letterman	CM	1135p-1237a	MT-----	:30	2	\$965.00	LV1	0.00	NM	2	\$1,930.00
LETTERMAN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/08/12																
E 24	8	10/04/12	10/04/12	Thu 8-9p	Big Bang / 2 1/2 Men	CM	8-9p	---T---	:30	1	\$2,100.00	LV3	0.00	NM	0	\$0.00
BIG BANG/2.5 MEN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
Week: 10/01/12																
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>									
1 8 10/01/12-10/07/12 Thu 8-9p																
Credited [due n/a upon entry]																
E 25	8	10/05/12	10/05/12	Fri 8-9p	CSI: NY	CM	8-9p	----F--	:30	1	\$1,200.00	LV3	0.00	NM	1	\$1,200.00

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E 37	8	10/07/12	10/07/12	Sun 7-8p 60 Minutes	CM	7-8p	-----S	:30	1	\$6,000.00	LV1	0.00	NM	1	\$6,000.00
60 MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----S 1 \$6,000.00 0.00															
E 38	8	10/07/12	10/07/12	Sun 8-9p The Amazing Race	CM	8-9p (8:00 PM-9:00 PM)	-----S	:30	1	\$7,350.00	LV1	0.00	NM	1	\$7,350.00
AMAZING RACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----S 1 \$7,350.00 0.00															
E 39	8	10/07/12	10/07/12	Sun 9-10p The Good Wife	CM	9-10p	-----S	:30	1	\$5,600.00	LV1	0.00	NM	1	\$5,600.00
THE GOOD WIFE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----S 1 \$5,600.00 0.00															
E 40	8	10/07/12	10/07/12	Sun 10-11p The Mentalist	CM	10-11p	-----S	:30	1	\$7,700.00	LV1	0.00	NM	1	\$7,700.00
CSI MIAMI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----S 1 \$7,700.00 0.00															
E 41	8	10/07/12	10/07/12	8 News Now Sun 11p 8 News Now Sun 11p	CM	11-1135P	-----S	:30	2	\$1,225.00	LV1	0.00	NM	2	\$2,450.00
8 NOW SU 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----S 2 \$1,225.00 0.00															
E 42	8	10/07/12	10/07/12	Eye on Wash/Wall St JoGM Eye On Wash/Wall St JrnL	CM	5-6a	-----S	:30	2	\$85.00	LV2	0.00	NM	2	\$170.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----S 2 \$85.00 0.00															
N 43	8	10/03/12	10/05/12	Craig Ferguson Craig Ferguson	CM	1237a-137a	--WTF--	:30	2	\$90.00	LV4	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 2 \$90.00 0.00															
Totals													70	\$98,645.00	